

REPORT OF GENERAL MANAGER

NO. 16-002

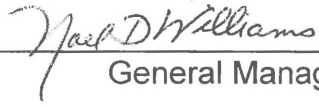
DATE January 06, 2016

C.D. 5

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RANCHO PARK GOLF COURSE – AGREEMENT WITH THE LOS ANGELES JUNIOR CHAMBER OF COMMERCE, FIRST TEE LOS ANGELES PROGRAM FOR A JOINT FUNDRAISING PROGRAM TO REPLACE THE RANCHO PARK GOLF COURSE ARNOLD PALMER PLAQUE AND PROVIDE ADDITIONAL JUNIOR GOLF PROGRAMS.

R. Barajas	_____	*K.Regan	<u>SPL (for)</u>
H. Fujita	_____	N. Williams	_____
V. Israel	_____		



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS

That the Board:

1. Approve a proposed three (3) year Agreement, substantially in the form on file in the Board Office, between the City of Los Angeles and the Los Angeles Junior Chamber of Commerce (Organization), a California 501(c)(3) non-profit corporation, setting forth the terms and conditions for the joint fundraising program to fund the replacement of the Rancho Park Golf Course Arnold Palmer Plaque and provide funding to supplement the Junior Golf programs at City golf courses, and to offer free or low-cost Department programs at Recreation and Park facilities, subject to the approval of the Mayor and of the City Attorney as to form;
2. Authorize staff to issue Right of Entry permits to Organization, allowing access to the golf course to replace the current Arnold Palmer plaque with a replica of the original two (2) 1963 brass plaques, and to install a third plaque featuring the names of the individuals and companies that have donated funds towards this joint project in accordance with the terms and conditions of the proposed Agreements;
3. Direct the Board Secretary to transmit the proposed Agreement to the Mayor in accordance with Executive Directive No. 3, and to the City Attorney for review as to form; and,

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4. Authorize the General Managers to execute the Agreement upon receipt of the necessary approvals.

SUMMARY

Rancho Park Golf Course is an 18-hole par-71 championship municipal golf course located in the Cheviot Hills neighborhood of Los Angeles, California. It is owned and operated by the Department of Recreation and Parks. Rancho Park has hosted various major golf tournaments for the Professional Golfers' Association of America (PGA) Tour, Ladies Professional Golf Association (LPGA) Tour and the Champions Tour (formerly Senior PGA Tour). These tournaments included the Los Angeles Open and the United States Senior Open.

During the 35th Annual Los Angeles Open tournament in 1961, golf professional Arnold Palmer, who was "Golfer of the Year", came to the ninth hole of Rancho Park which at the time was a 508 yard par-5 hole. He teed off with a fine drive onto the fairway and then proceeded to hit two consecutive shots out of bounds into the driving range on the right. He then hit the next two shots out of bounds to the left onto Patricia Avenue. Each out of bounds shot requires an additional one stroke penalty which left him with a combined four penalty strokes so far. Mr. Palmer's next shot landed on the green and he two putted. His four shots that were in play would have netted him a birdie on the hole; however, totaled with the four shots that went out of bounds and four penalty strokes it left him with a total score on the hole of twelve.

A granite plaque (originally brass) is currently located on the 18th Tee of Rancho Park Golf Course, which in 1961 was the 508 yard par-5 9th hole. The plaque commemorates the occasion of Mr. Palmer's total score of twelve (12) on the hole and is meant as an inspiration for all golfers to continue to persevere.

The Junior Chamber established its Charity Foundation in 1949 to administer and expand community-based programs that strive to build a legacy of success for future generations. The mission of The First Tee of Los Angeles is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf, especially those from low to moderate income households.

Through the proposed Agreement, the Organization will jointly develop a marketing and fundraising campaign to solicit and/or generate donations from foundations, corporations, and private citizens to raise a minimum of Forty Thousand Dollars (\$40,000) to replace the original bronze (and existing granite) Arnold Palmer plaque and

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supplement Junior Golf programs at several Department facilities.

ENVIRONMENTAL IMPACT STATEMENT

Staff has determined that the execution of the proposed Agreement consists of the operation and programming of an existing park facility involving negligible or no expansion of use, and is therefore categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (14) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT

The proposed MOU will have no adverse impact on RAP's General Fund as program costs associated with the organization's occupancy and use of the facilities, will be paid for by the organization at no cost to the City.

This Report was prepared by James Ward, Golf Manager, Golf Division.